

METHOD AND DEVICE FOR REDUCING FUEL VAPOR EMISSIONS

5 ABSTRACT OF THE DISCLOSURE

A gas cap cover device for an automotive vehicle gas cap includes a shell configured to be disposed over a portion of a gas cap. A connector is supported on the shell and is configured to engage the gas cap and cause the gas cap to rotate when the cover device is rotated. A message-bearing element is supported on the cover device and is configured to display a message formulated to influence a vehicle operator to take some action. In addition, a method for reducing emissions from automotive vehicles includes replacing old leaking gas caps with new gas caps that each include a message advertising a product or service or encouraging participation in activities related to automotive emissions reduction. The message may be included on the message-bearing element of the gas cap cover device.